



Your
Marketing Machines
CONNECT TO YOUR COMMUNITY



CHANNELLING SPIELBERG ON A BUDGET

CREATING VIDEO FOR SOCIAL MEDIA

The background is a traditional Indigenous Australian dot painting. It features a dark brown base with numerous small yellow dots. Overlaid on this are several concentric circles in shades of blue and red, some with white outlines. Wavy, light blue lines meander across the composition, connecting the circular motifs. The overall style is characteristic of Aboriginal art, often used to represent land and cultural stories.

WELCOME TO COUNTRY

We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians

WHY ARE YOU HERE?



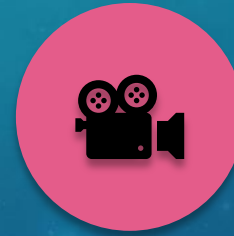
DEVELOP VIDEO
CONTENT



EL NATURAL VS
STAGED



UNDERSTAND THE
DIFFERENT SOCIAL
MEDIA PLATFORMS



WHAT IS REQUIRED
FOR VIDEO

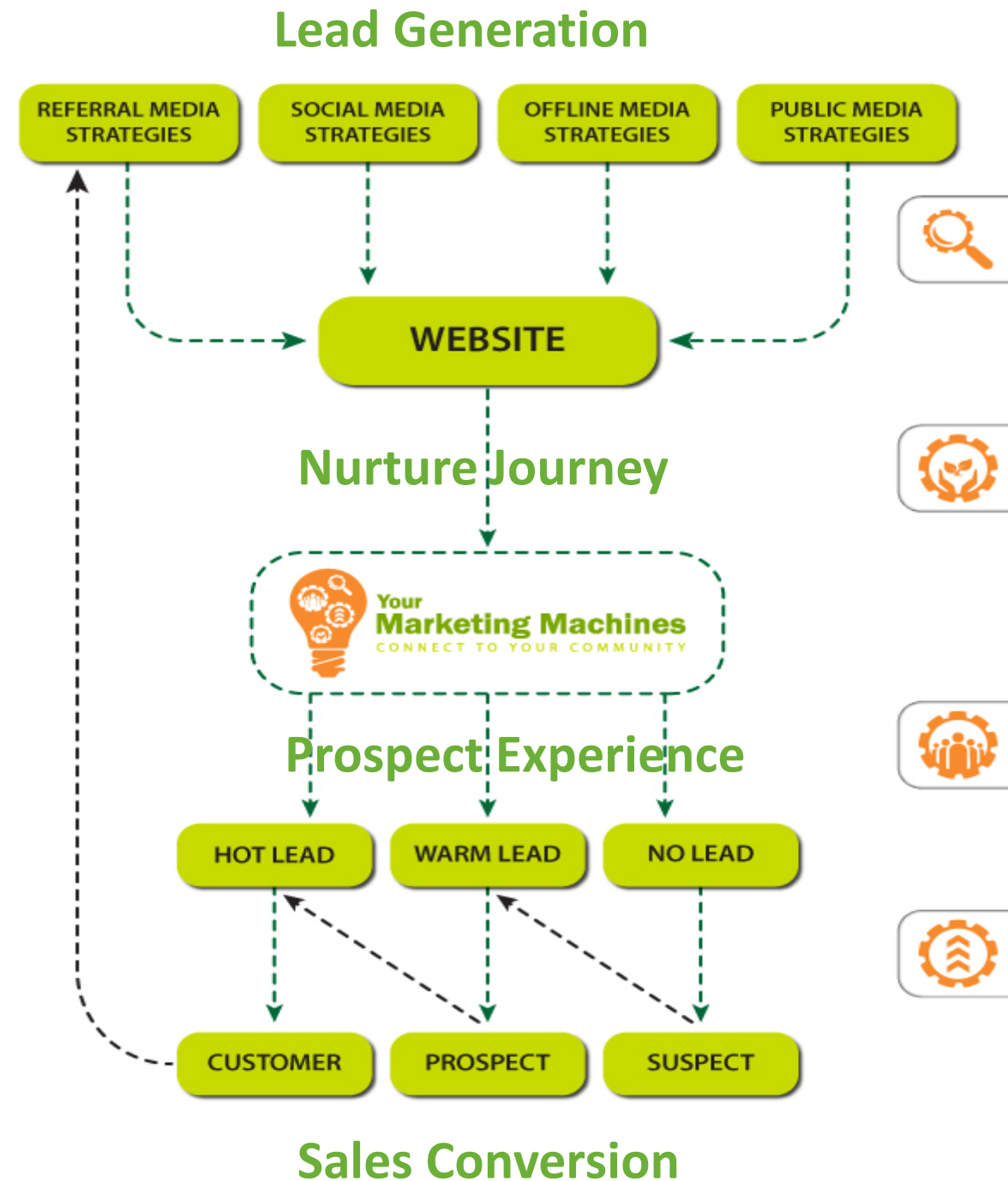


FREE VIDEO MAKER
SOFTWARE

This is a hands-on workshop!!

YOUR MARKETING BLUEPRINT

4 ELEMENTS TO
SUCCESSFUL MARKETING



WHAT CONTENT DO YOU WANT TO PRODUCE?



- Product/service explanation
- Welcome to our business
- Let me introduce myself
- Motivation/Inspiration
- Event explanation
- Promotional tool

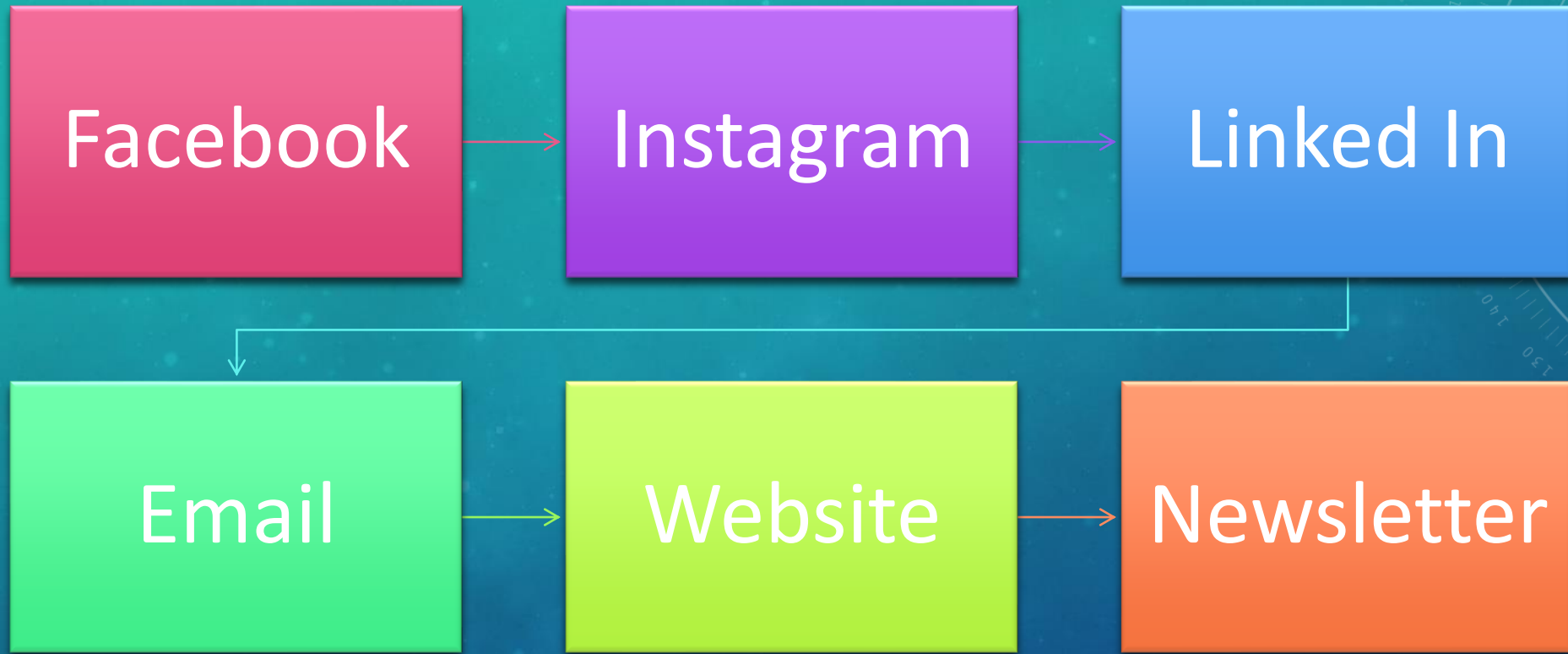
EL NATURALE VS PROFESSIONALLY STAGED

Natural

- Low cost
- Can be done instantly
- Easy to do on your cell phone
- Great for 'natural' & personalised shots
- No control of environment
- Perfect for Facebook Live

Professional

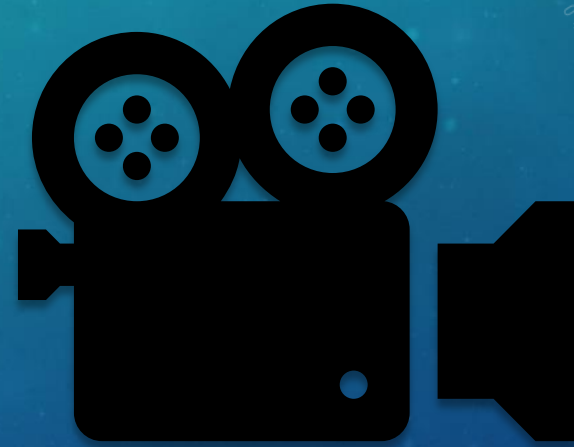
- Requires financial investment
- Needs to be organised
- Can adjust irrespective of the environment
- Need professional equipment
- Usually include 'Cameraman' & Director
- Suitable for business promotions



WHAT PLATFORMS CAN BE USED

WHAT DO I NEED TO DO VIDEO?

- Video platform – most common You tube
- Video camera/high resolution cell phone
- Microphone
- Sun/spot lights
- Tripod
- Spare batteries and SD cards
- Script
- Good lighting
- Background noise
- External environment
- YouTube Channel



VIDEO MAKER SOFTWARE

- Make Your Own Video tool
- Cost effective – usually a monthly fee
- Pre-set video and photography images you can use
- Comes with music
- Wide range of themes
- Great for 'Explainer' video for website



VIDEO MAKER SOFTWARE

- [Biteable.com](https://biteable.com) –
- [Wevideo.com](https://wevideo.com) –
- [Camtasia.com](https://camtasia.com) –
- [Animoto.com](https://animoto.com) –
- [Powtoon.com](https://powtoon.com)



LETS PRODUCE!!!

*Whether in success or in failure, I'm
proud of every single movie I've ever
directed – Steven Spielberg*

WHY ARE YOU HERE?



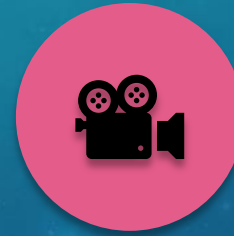
DEVELOP VIDEO
CONTENT



EL NATURAL VS
STAGED



UNDERSTAND THE
DIFFERENT SOCIAL
MEDIA PLATFORMS



WHAT IS REQUIRED
FOR VIDEO

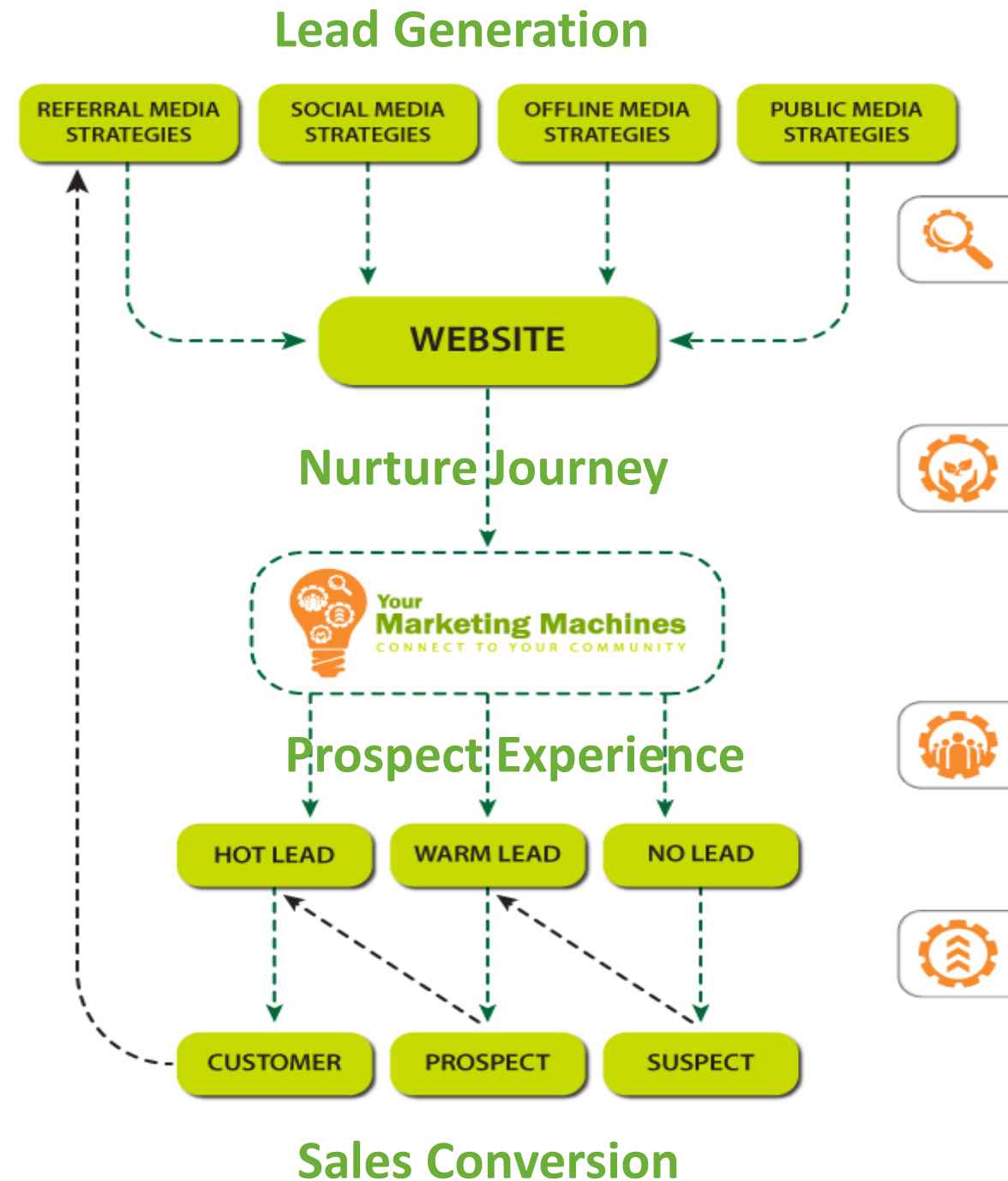


FREE VIDEO MAKER
SOFTWARE

This is a hands-on workshop!!

YOUR MARKETING BLUEPRINT

4 ELEMENTS TO
SUCCESSFUL MARKETING





Create your low-risk, high-reward social media blueprint – 21 March Coolum



Selling online: A Guide to Shopify – 4 April Maleny



Choose the right software to increase efficiency & profits – 24 April Caloundra



How effective is your website? 7 steps to check if your site is a DUD or a DUDE!



Finding the Ideal CRM and Email Communication software for your business



How to effectively Re-Engage, Re-Purpose and Re-Tain your customers saving you thousands of dollars in your Marketing

RECOMMENDED WORKSHOPS...

Your Next Steps

Complete Digital Scorecard -

<https://www.business.qld.gov.au/running-business/it/digital-scorecard>

Send your report to me –

andrea@yourmarketingmachines.com.au

Book for the next workshop – www.asbas.rdadbristbane.org.au

Book for your 1 to 1 -

<https://adams.businessstation.com.au/Identity/Account/Login>

